

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

APRIL: DORAL B1G1F PROMOTION #800219

Dear Paul:

We have placed orders for *Doral B1G1F* pre-sleeved product has been ordered (see quantities listed below), as well as **870** SKUs of Displays (item #540971) to pack and ship this promotion to your participating retail accounts.

PRODUCT ARRIVAL DATE: MARCH 30, 1998

PO Number	Product / State	#/Cases Per Style				\$ Amount
		MEN LT 100	ULT LT 100	LT BX 100	FF BX 100	
	UPC Code 12300-	25184	25185	25189	25188	
ER3097-01	B1G1F / CT	1	1	1	1	288.53
ER3098-01	B1G1F / MA	2	2	2	2	265.11
ER3099-01	B1G1F / NJ	2	2	2	2	217.11
ER3100-01	B1G1F / NY	22	22	22	22	5,556.05
ER3101-01	B1G1F / PA	2	2	2	2	805.11
	TOTALS	29	29	29	29	\$7,131.91

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B1G1F'

PO NUMBER/ Displays: ER3095-01

Shipper Displays Arrival @ McLane NE:

March 31, 1998

Ship Date to Retail:

Week of April 20, 1998

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE:

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

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PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:

* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$568.40 (40.6 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Donahue / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B2G1F / PROMOTION #800211

RETAIL DISTRIBUTION DATE: APRIL 20, 1998

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O G A	PA	RI	VT
A-PLUS/ SUNOCO	173	See List	177		2					5	3			167		
BP OIL	44	See List	46											46		
COASTAL MART	26	See List	43							9				34		
COUNTRY FAIR	61	See List	79									8		71		
HESS MART	8	See List	11							3				8		
HESS STATION	47	1	47							17				30		
7/11 - HANDEE MART	24	See List	26									1	12	13		
STARENTERPRISE	19	1	19							8				11		
INDEPENDENTS & SMALL CHAINS	9	See List	10				2			4				4		
TOTALS	411		458	0	2	0	2	0	0	46	3	9	12	384	0	0

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B1G1F / PROMOTION #800219

RETAIL DISTRIBUTION DATE: 4/20/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE													
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PENNS	GUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	167	See List	176		2	23			2	9	98			39	3		
BRADFORD OIL	7	1	7						4							3	
COASTAL MART	19	See List	29							9				20			
COOKS CONVENIENT	6	See List	7								7						
COUNTRY FAIR	8	See List	16								13			3			
CONV EXPRESS	5	See List	11								11						
EXPRESS MART	41	See List	46								46						
HESS MART	56	See List	106							5	97			4			
HESS STATION	128	See List	143	1		3				25	99			14	1		
J MART	8	1	8								8						
KRAUSZERS	13	1	13	13													
MANLEYS	11	See List	26								26						
MOBIL / ON THE RUN	79	See List	80	8		22			3		41				6		
QUICKWAY	30	See List	33								33						
STARENTERPRISE	18	1	18							8				10			
SUGAR CREEK	73	1	73								73						
SUNRISE FOODS	16	See List	21								21						
INDEPENDENTS & SMALL CHAINS	26	See List	36	1		3	2		2	5	20			3			
TOTALS	711		849	23	2	51	2	0	11	61	593	0	0	93	10	3	

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